

Rep Order# 9851489 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/24/2012 11:09 AM
Last Received: 10/24/2012 10:28 AM
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product THOMAS PETERFFY
Estimate# 1548
Buyer ANNE BRAUNSCHEIDEL
Phone#
Fax#

Agency () MENTZER MEDIA SERVICES
600 FAIRMOUNT AVE, SUITE 306
TOWSON, MD 21286
Agency C/P1/P2/E //1548
Flight Dates 10/25/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A	GM CINN	:60	\$2,800.00	10/25-10/26	2 P1	1	2	\$5,600.00	
	2	TH-F	430P-5P	NEWS	:60	\$4,000.00	10/25-10/26	2 P1	1	2	\$8,000.00	
	3	TH-F	6P-630P	NEWS	:60	\$5,600.00	10/25-10/26	2 P2	1	2	\$11,200.00	
	4	TH-SU	11P-1135P	NEWS	:60	\$6,400.00	10/25-10/28	2 P2	1	2	\$12,800.00	
	5	TH	9P-10P	PERSON OF INTEREST	:60	\$19,000.00	10/25-10/25	1 P2	1	1	\$19,000.00	
	6	F	10P-11P	BLUE BLOODS	:60	\$16,000.00	10/26-10/26	1 P2	1	1	\$16,000.00	
	7	SA	9P-10P	CRIME REPEATS	:60	\$4,000.00	10/27-10/27	1 P2	1	1	\$4,000.00	
	8	SA	10P-11P	48 HRS MYSTERY	:60	\$6,400.00	10/27-10/27	1 P3	1	1	\$6,400.00	
	9	SU	1030A-11A	FACE THE NATION	:60	\$7,000.00	10/28-10/28	1 P1	1	1	\$7,000.00	
	10	M-F	6A-7A	GOOD MRN CINN	:60	\$2,800.00	10/29-11/02	1 P1	1	1	\$2,800.00	
	11	M-F	430P-5P	NEWS	:60	\$4,000.00	10/29-11/02	2 P1	1	2	\$8,000.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	12	M-F	6P-630P	NEWS	:60	\$5,600.00	10/29-11/02	2 P2	1	2	\$11,200.00	
	13	M-F	11P-1135P	NEWS	:60	\$6,400.00	10/29-11/02	2 P2	1	2	\$12,800.00	
	14	TU	8P-9P	NAVY NCIS	:60	\$20,000.00	10/30-10/30	1 P2	1	1	\$20,000.00	
	15	W	10P-11P	CSI	:60	\$20,000.00	10/31-10/31	1 P1	1	1	\$20,000.00	
	16	M	430P-5P	NEWS	:60	\$4,000.00	11/05-11/05	1 P1	1	1	\$4,000.00	
	17	M	6P-630P	NEWS	:60	\$5,600.00	11/05-11/05	1 P2	1	1	\$5,600.00	

---REPORT TOTALS---

Report Totals: 24 / \$174,400.00

---SALES MONTHLY TOTALS---

Oct 12: 13 / \$90,000.00 Nov 12: 11 / \$84,400.00

Sales Totals: 24 / \$174,400.00

Station Totals: 24 / \$174,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$381,119	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPC 19%
		WKRC 45%	WLWT 8%	WSTR 0%	WXIX 25%	

Books null
Demos RA35+

ORDER

Orders	Order / Rev:	68221
	Alt Order #:	09851489
	Product Desc:	THOMAS PETERFFY
	Estimate:	1548
	Flight Dates:	10/25/12 - 11/06/12
	Original Date / Rev:	10/24/12 / 10/24/12
	Order Type:	GENERAL

Agency	Name:	Mentzer Media Services
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave
		Towson, MD 21286

Advertiser	Thomas Peterffy
Name:	A35+
Demographic:	Issues/Propositions
Product Codes:	P-2
Priority:	AGY, POL-ISS, GEN
Revenue Codes:	

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	13	\$90,000.00	\$76,500.00
10/29/12	11/05/12	11	\$84,400.00	\$71,740.00

Totals					
Month		# Spots	Gross Amount	Net Amount	Rating
October 2012		13	\$90,000.00	\$76,500.00	0.00
November 2012		11	\$84,400.00	\$71,740.00	0.00
Totals		24	\$174,400.00	\$148,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				
			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	45%	\$174,400.00
Market	100%	\$387,555.56

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	3%	\$11,626.67
WCPO	19%	\$73,635.56
WLWT	8%	\$31,004.44
WSTR	0%	\$0.00
WXIX	25%	\$96,888.89

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKRC	10/25/12	10/26/12	6a Good Morn Cincinnati	CM	6:00 AM-7:00 AM	---TF--	1:00	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
GM CINN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	---TF--	2	\$2,800.00	0.00								
E 2	WKRC	10/25/12	10/26/12	5p Local 12 News at Five	CM	4:30 PM-5:00 PM	---TF--	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/22/12	10/28/12	---TF--	2	\$4,000.00	0.00								
E 3	WKRC	10/25/12	10/26/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	---TF--	1:00	2	\$5,600.00	P-2	0.00	NM	2	\$11,200.00
6p Local 12 News at Six															

